TOURISM BAROSSA
Membership Prospectus 2012-2013

Tourism Barossa is an incorporated body and the peak body representing Barossa tourism operators. The objectives and purposes of the association are:

- To market and promote the region to maximise visitor yield;
- To optimise the economic value and sustainability of the tourism industry to the region; and
- To enhance the experience of visitors to the region.

The association seeks to achieve this by representing the interests of operators to state and national tourism bodies along with Local, State and Federal Government organisations in the areas of:

- Destination Marketing (the promotion of the region to potential domestic and international visitors, media and trade); and
- Destination Development (providing advice about best business practice, as well as planning for a sustainable growth across the local tourism industry).

Tourism Barossa aims to achieve economic and social benefits for business and the community while ensuring the integrity of the region's vibrant culture, heritage and environment is maintained. Tourism Barossa is a not-for-profit, non-government organisation funded by industry (via membership), The Barossa Council, Light Regional Council and the South Australian Tourism Commission. The organisation is managed by a board of industry and stakeholder representatives from across the region. The skills and experience provided by board members cover areas including; business management, marketing, tourism industry knowledge, strategic planning. The networking potential of the board members is used to influence and generate support from within the industry, and to build relationships with key stakeholders.

Members share a commitment to the development of sustainable tourism in our region. Membership fees and other cooperative activities enable more effective promotion of the Barossa as a leading tourism destination, helping to build the tourism potential of the region.

OUR REGION

The Barossa Tourism Region has the same boundaries as defined by the official Barossa Wine Region (Barossa Geographical Indication), encompassing the Barossa Valley and Eden Valley. Tourism Barossa has adopted a 'Barossa Surrounds Associated Membership' policy for tourism operators within close proximity to the defined Geographical Indication (within the Light Regional and Town of Gawler Councils, for example).

OUR ACTIVITIES

Barossa.com and My Barossa social media presence
The website and social media presence have been established as shared platforms across Tourism Barossa Inc. (TBI), Barossa Food Inc. and the Barossa Grape and Wine Association (BGWA). The website is a key call to action for Tourism Barossa consumer marketing and the various social media channels reinforce this call (My Barossa – Facebook, Twitter, Pinterest, YouTube).

Connect Barossa iPhone App
This app provides visitors with a free digital guide to the Barossa which can be downloaded to their phones. 'News stories' that are contributed by Tourism Barossa members to Connect Barossa are syndicated across the My Barossa Facebook and Twitter pages.

Barossa Touring Map
The Barossa Touring Map is a cooperative project with the Barossa Grape and Wine Association. The Barossa Visitor Information Centre uses this map daily to promote the region.

Butcher Baker Winemaker Trail
The Butcher, Baker, Winemaker Trail (BBWT) is managed by Tourism Barossa. The BBWT Voucher Book is available for purchase from the Barossa and Gawler Visitor Information Centres for $65. The voucher book comes with a souvenir hamper, cheese knife, cheese board, napkins and dipping bowl and allows people to collect Barossa treats (bottle of wine or discount to the value of $20, cheese from the Barossa Valley Cheese Company, bread from one of four bakeries and other VIP experiences) as they travel around the region.

Barossa Visitor Guide
The Barossa Regional Visitors guide is the region's official guide to assist visitors in planning their next trip to the Barossa. TBI engages closely in the planning of this document while the South Australian Tourism Commission oversees the layout and design, printing and distribution.

Member e-newsletter and other communications
A fortnightly member e-newsletter is sent out with information on opportunities, activities and industry updates. Tourism Barossa also regularly updates its trade and media contacts about tourism experiences available in the region. In addition Tourism Barossa organises industry forums and networking events to provide direct updates to members on relevant matters.

Product Manual
The Barossa Product Manual is developed primarily for the Australian Tourism Exchange. Operators are invited to present their 'commissionable product' through this manual to inbound tour operators, wholesalers and retailers.

MEMBERSHIP BENEFITS

Barossa Touring Map All members are listed in this publication. In addition, the location of cellar doors, licensed dining facilities and accommodation providers with 10 rooms are identified with a map reference. *This product has an annual print run of 80,000.*	**Exclusive Member Benefit**	
Barossa iPhone App Discounted rates for Tourism Barossa members. *TBI will invest more than $8,000 in this project across a three-year period.*	**Member Cost** Bronze Profile: FREE Silver: $120 Gold: $180 (12-month package, plus GST)	**Non-Member Cost** Bronze Profile: $50 Silver: $250 Gold: $360 (12-month package, plus GST)
Barossa.com Opportunity for your businesses to be listed, linked and 'bookable online'. (To be 'bookable' operators must be listed with BookEasy through the Barossa Visitor Information Centre). Free event listing for members. *Barossa.com is a major joint project between the Barossa Grape & Wine Association, Barossa Food and TBI.*	**Member Cost** FREE	**Non-Member Cost** Charges and conditions apply for business and other listings.
Cooperative Marketing Distribution of cooperative media/advertising opportunities, including TBI-initiated product manuals	**Exclusive Member Benefit**	
E-Newsletter Monthly Tourism Barossa E-Newsletter delivered to nominated email addresses.	**Member Cost** FREE	**Non-Member Cost** $50 annual subscription
Networking functions Invitations to Tourism Barossa's seasonal industry networking functions and launches.	**Member Cost** FREE	**Non-Member Cost** From $50 per person for each event
Media releases Assistance with the distribution of media releases through Tourism Barossa's media database.	**Member Cost** $100 per release (conditions apply, each application will be assessed on a case by case basis)	**Non-Member Cost** $250 per release (conditions apply, each application will be assessed on a case by case basis)

EXCLUSIVE MEMBERSHIP BENEFITS

- Eligibility to vote at Tourism Barossa AGM;
- Referrals to specialist contacts and other industry bodies by Tourism Barossa staff;
- Access to promotion collateral for display/distribution (subject to availability);
- Use of the Barossa brand (subject to conditions).

MEMBERSHIP CATEGORIES AND COST

1. ACCOMMODATION (all accommodation including caravan and tourist parks and hotels)	
1-3 bookable rooms	$365.00
4-9 bookable rooms	$550.00
10+ bookable rooms	$735.00

2. TOURS, TRANSPORT AND TOURISM SERVICES (booking/management agencies and function hire)	
All tour / charter operators, transport and tourism services	$365.00

3. FOOD AND DINING PROVIDERS AND FUNCTION CENTRES (restaurants, bakeries, function centres & venues, caterers, cafes, coffee shops, take-away shops, food producers/providers)	
Unlicensed	$365.00
Licensed	$450.00
Pubs/Hotels with bar, dining and limited accommodation	$735.00

4. RETAIL, CELLAR DOOR AND TOURISM ATTRACTIONS	
Individual outlet	$200.00
Cellar Door/retail outlet with function centre/restaurant/cafe	$365.00

5. NOT FOR PROFIT, COMMUNITY SERVICES, TOWN COMMITTEES AND MEDIA	
All not for profit, community services and media	$100.00

TERMS AND CONDITIONS

1. Applications for new members will be presented at the next scheduled meeting of the Tourism Barossa Incorporated Board. Should Tourism Barossa require further details about your business before approval is given, this will be indicated in writing, or a staff or board member will contact you directly by email or telephone;
2. Accommodation applicants may be required to undergo a familiarisation visit prior to their membership application being presented to the committee. This helps us to know the features and facilities of your property, and to ensure that you meet a number of essential requirements to be eligible for membership;
3. If you operate multiple businesses from the one location, membership eligibility relates to the category that represents the primary purpose of your business;
4. For members who have more than one business or additional business/businesses in more than one category a 66% discount applies for second and subsequent businesses. (Primary membership is attributed to the main business function. A secondary business refers to subsequent businesses registered with Tourism Barossa);
5. Membership year runs 1 July – 30 June. Membership renewal notices are sent out in June/July each year with payment due by August; and
6. All prices listed include GST.

MEMBER CODE OF ETHICS

Each member of Tourism Barossa Incorporated shall conduct their business with integrity and in an ethical manner to earn and maintain the confidence of clients, colleagues, employers and the public.

1. Members shall pursue and maintain high standards of personal and professional conduct and service, and:

- Comply with the laws of South Australia, Australia and International conventions ratified by Australia, and operate within the spirit of those laws and conventions;
- Ensure that all contracts and/or terms of business are clear, concise and honoured in full unless terminated or modified by mutual agreement;
- Offer and maintain a high standard of service, facilities and cleanliness to the public at all times;
- Maintain professional skills by continued personal development and education, and seek accreditation within their industry sector; and
- Uphold at all times the standing of the Association and its Code of Ethics, and actively encourage colleagues to do the same.

2. In their relationships with clients or employees, members shall:

- Act as faithful agents in both professional and business matters;
- Advise them of any conflict of interest situation as it may occur or as it is perceived; and
- Give professional opinion as objectively as possible when asked to do so and accept responsibility for advice given, actions taken and omissions.

3. In contact with others, members shall:

- Protect the safety, health and welfare of employees and the public;
- Respect the confidentiality of information, which comes to them in the course of their duties; and
- Not harm or attempt to harm, maliciously or recklessly, directly or indirectly, the professional reputation of others; and
- Not intentionally convey false or misleading information whether written, spoken or implied, nor conceal any relevant fact in their duty to maintain truth, accuracy and good taste in all advertising and promotion.

BREACH OF ETHICS

The Tourism Barossa Inc. Committee acts as the body to deal with any breach of the Code of Ethics. Complaints must be in writing and must be able to be substantiated. Members against whom complaints are filed will be given the opportunity to put their case forward. The Committee will deal with such matters in confidence. A proven breach may result in a warning to a member, and any further transgression or breach of the Code may result in cancellation of membership and removal of any rights and privileges to which he or she may have been entitled by virtue of membership. Serious breaches may result in the immediate expulsion of a member with the potential for legal proceedings to be instigated. Each member of Tourism Barossa Incorporated shall conduct their business with integrity and in an ethical manner. It is Tourism Barossa's intent to earn and maintain the confidence of clients, colleagues, employers, employees and the public.

APPLICATION PROCESS

Applications for new members will be presented at the next scheduled meeting of the Tourism Barossa Incorporated Board. Should Tourism Barossa require further details about your business before approval is given, this will be indicated in writing, or a staff or board member will contact you directly by email or telephone.
Applicants may be required to undergo a familiarisation visit prior to their membership application being presented to the committee. Once approved, a welcome kit will be posted to you.

BUSINESS / ORGANISATION DETAILS

Trading name _____

ABN_____

Parent Company (if applicable) _____

Address _____

Postal Address _____

Contact Person _____

Position held _____

Phone _____ Mobile _____

Email _____

Website _____

BUSINESS DESCRIPTION
50-100 words (complete here or attach separately)

_____
_____
_____
_____
_____

LICENCES AND APPROVALS DECLARATION
As a part of our risk management protocol, we require you to provide the following documentation, where applicable with your membership.
All businesses MUST provide the following documentation:

- Business Name Certificate;
- Current Public Liability Certificate (Certificate of Currency);
- National Tourism Accreditation (If applicable); and
- Current AAA Star Rating certificate (If applicable).

Tour or charter businesses MUST provide the following additional documentation:

- Passenger Transport Board Certificate.

If your business has council approval, please quote your approval number:_____

If you are operating from a brand new building, a copy of your 'Certificate of Occupancy' must be provided with your membership application.

AGREEMENT

We/I hereby apply for membership to Tourism Barossa Inc. and in doing so we/I declare that we/I have read, understood, acknowledge and accept the rules, constitution and Code of Ethics of the organisation and acknowledge that membership is not transferable nor are fees refundable. We/I understand that our/my application is subject to Tourism Barossa Inc. Committee approval and could include a familiarisation visit, where appropriate by a staff or board member of Tourism Barossa. The Committee reserves the right to withdraw the membership of any business/ organisation, which fails to abide by the Code of Ethics and adhere to standard industry professional practises.

Signature _____ Date _____